

Message Text

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INFO OCT-01 ARA-10 EUR-12 EA-10 NEA-09 ISO-00 TRSE-00

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FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE PRIORITY

AMEMBASSY BONN PRIORITY

AMEMBASSY BERN PRIORITY

AMEMBASSY BRUSSELS PRIORITY

AMEMBASSY CANBERRA PRIORITY

AMEMBASSY COPENHAGEN PRIORITY

AMEMBASSY DUBLIN PRIORITY

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AMEMBASSY TOKYO PRIORITY

AMEMBASSY VIENNA PRIORITY

USMISSION EC BRUSSELS PRIORITY

AMEMBASSY PORT AU PRINCE PRIORITY

UNCLAS STATE 020110

E.O. 11652:N/A

TAGS: ETRD, US

SUBJECT: PROPOSED INGREDIENT LABELING REGULATIONS FOR

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MALT BEVERAGES

REF: STATE A-7293

1. THE FOLLOWING FOR TRANSMITTAL TO HOST GOVERNMENTS IS A NOTICE FROM THE DEPARTMENT OF THE TREASURY, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS POSTPONING THE PUBLIC HEARING ON PROPOSED AMENDMENTS TO REGULATIONS REGARDING INGREDIENT LABELING OF MALT BEVERAGES FROM FEBRUARY 3, 1975, TO APRIL 15, 1975. IN VIEW OF THE IMMINENCE OF THE SCHEDULED DATE, EMBASSIES ARE REQUESTED TO NOTIFY HOST GOVERNMENTS BY THE FASTEST POSSIBLE MEANS:

2. QUOTE DEPARTMENT OF THE TREASURY, BUREAU OF ALCOHOL, TOBACCO AND FIREARMS, (27 CFR PART 7), NOTICE NO. 270, LABELING AND ADVERTISING OF MALT BEVERAGES, POSTPONED HEARING.

3. THE PUBLIC HEARING ON PROPOSED AMENDMENTS TO THE ABOVE PART, PERTAINING TO INGREDIENT LABELING OF MALT BEVERAGES, WHICH WAS ORIGINALLY ANNOUNCED FOR OCTOBER 1, 1974 (FR DOC. 74-17720), AND POSTPONED TO FEBRUARY 3, 1975 (FR DOC. 74-21814) HAS AGAIN BEEN POSTPONED TO APRIL 15, 1975, AT THE SAME TIME AND LOCATION. THE LAST DATE FOR SUBMISSION OF WRITTEN MATERIAL AND REQUESTS TO PRESENT ORAL

TESTIMONY HAS CONSEQUENTLY BEEN EXTENDED TO APRIL 8, 1975.

4. THE POSTPONEMENT WAS CAUSED BY UNFORESEEN DIFFICULTIES ARISING IN CONNECTION WITH THE PUBLICATION OF NOTICES OF HEARING ON INGREDIENT LABELING OF WINE AND DISTILLED SPIRITS. THESE HEARINGS WERE ORIGINALLY INTENDED TO BE HELD CONTEMPORANEOUSLY WITH THE MALT BEVERAGE HEARING, BUT CONGRESSIONAL AND INTERNATIONAL INTEREST MADE IT DESIRABLE TO DELAY PUBLICATION OF THESE NOTICES TO ALLOW SUFFICIENT TIME FOR INTERESTED PARTIES TO EXPLORE THE RAMIFICATIONS OF THE PROPOSED REGULATIONS. PUBLICATION OF NOTICES OF HEARING FOR WINE AND DISTILLED SPIRITS WILL BE PUBLISHED SOON, WITH ALL THREE HEARINGS SCHEDULED DURING APRIL 1975. AS INDICATED IN THE PREVIOUS POSTPONEMENT NOTICE, ALL ALCOHOLIC BEVERAGE INDUSTRIES ARE INTERRELATED, AND OUR FINAL REGULATIONS FOR EACH WILL UNCLASSIFIED

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UNDoubtedly BE MUCH THE SAME. AS A RESULT, MUCH OF THE DATA PRESENTED AT THE WINE AND DISTILLED SPIRITS HEARINGS WILL ALSO BE RELEVANT TO OUR PROPOSED MALT BEVERAGE REGULATION, AND PRUDENCE WOULD SEEM TO DICTATE THAT MANY OF THE SUBSTANTIVE DECISIONS IN CONNECTION WITH THE MALT BEVERAGE REGULATION BE WITHHELD UNTIL AFTER THE WINE AND DISTILLED SPIRITS HEARINGS. FOR THIS REASON, AND ALSO THE FACT THAT FOR COMPETITIVE REASONS IT IS HIGHLY

DESIRABLE THAT THE TRANSITION PERIOD DURING WHICH
INGREDIENT LABELING IS OPTIONAL AND THE MANDATORY
COMPLIANCE DATES FOR ALL THREE REGULATIONS COINCIDE, IT
IS HIGHLY UNLIKELY THAT AN EARLIER HEARING DATE WOULD
RESULT IN AN EARLIER EFFECTIVE DATE FOR THE MALT BEVERAGE
REGULATION.

5. FOR THESE REASONS, WE HAVE DECIDED THAT IT WOULD BE
IN THE BEST INTERESTS OF ALL CONCERNED TO POSTPONE THE
MALT BEVERAGE INGREDIENT LABELING HEARING TO APRIL 15,
1975, WITH HEARINGS ON WINE AND DISTILLED SPIRITS TO BE
SCHEDULED FOR THE SAME MONTH.

6. SIGNED REX D. DAVIS, DIRECTOR, BUREAU OF ALCOHOL,
TOBACCO AND FIREARMS. DATED: JAN. 28, 1975. END QUOTE

7. COPIES OF ACTUAL NOTICE WILL BE AIR POUCHEDE. KISSINGER

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Margaret P. Grafeld
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05 JUL 2006

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